

# Yes, you use Google, but did you know this...



**Google** Explore Google Search

Search is at the heart of everything we do at Google. Our engineers work every day to solve the hardest search problems, and thus improve your online experience. Here's a glimpse at what they do, the features they've built and the remarkable user stories that inspire our work.

[Weather](#)[Local Businesses](#)[Unit Conversion](#)[Movie Times](#)[Sports Scores](#)[Flight Tracker](#)[Flight Schedules](#)[Dictionary](#)[Time](#)[Stock Quotes](#)[Calculator](#)[Earthquakes](#)[Currency Conversion](#)[Cooking Conversions](#)[Fill in the Blank](#)[Package Tracking](#)[Area Codes](#)[Zip Codes](#)[Mortgage Rates](#)[Public Data](#)

**Meet our search engineers**

Google engineers live to solve tough search challenges.

**Search Stories**

Now playing: videos that bring to life Google's coolest search features.

**Spread the word**

**Weather**

To see the weather for many US and worldwide cities, type "weather" followed by the name of the city or zipcode. You can also type "weather" and see the weather of your current location.

Try it now:

[Back to top](#)

**Google** weather

Web [Show options...](#)

**Weather for Boston, MA** - [Add to iGoogle](#)

64°F | °C  
Current: Mostly Cloudy  
Wind: S at 16 mph  
Humidity: 59%

|             |             |             |             |
|-------------|-------------|-------------|-------------|
| Tue         | Wed         | Thu         | Fri         |
|             |             |             |             |
| 70°F   54°F | 63°F   47°F | 61°F   43°F | 65°F   49°F |

“Tech Tools with Tine” Webinar Series Presents:

# Google Search

Beyond the basics -- Hints and Tips

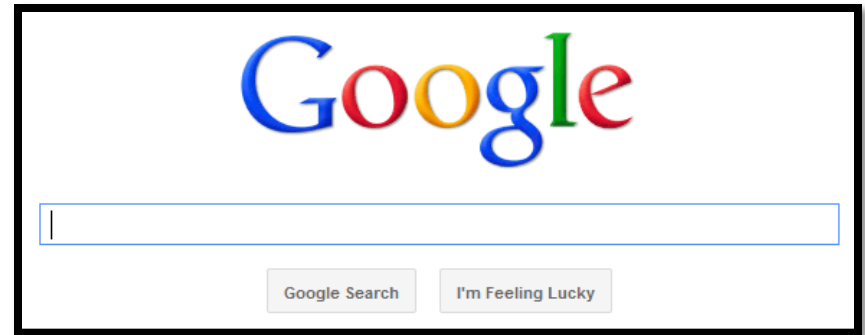
Tine Walczyk – October 7<sup>th</sup>, 2011

[tine@trainers-r-us.com](mailto:tine@trainers-r-us.com)



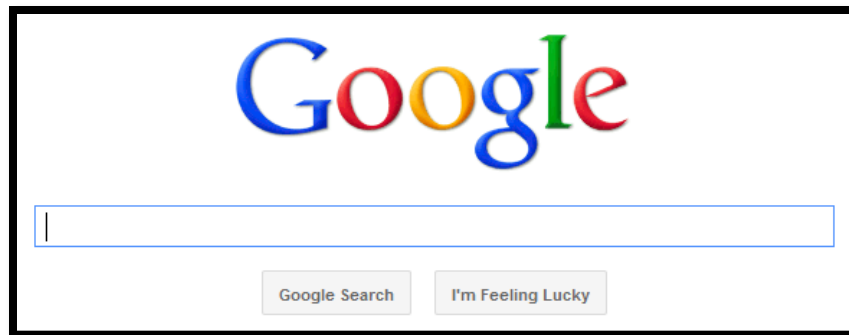
# First, what are the defaults?

- “Find all words”
- Ignores stop words
- Keep it short and sweet
  - Results show hits with all words provided, weighted by order in string
- Not CaSe SenSItive



# Altering the Google box defaults

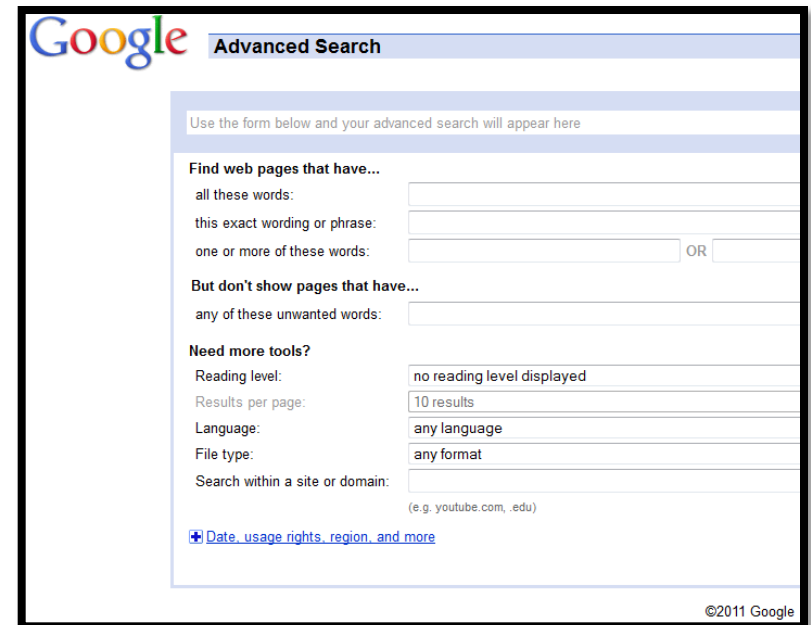
- OR is available (and has to be capitalized)
- + forces a word to be included in search
- "" gives an exact match including stop words
- - excludes words



**Trainers-R-Us**  
Knowledge + Technology = Success

# Next, what is advanced search?

- Refining your search
- Control how search functions
- Each piece (web, image, video, news) has its own advanced search



The screenshot shows the Google Advanced Search page. At the top is the Google logo and the text "Advanced Search". Below this is a light blue box with the instruction "Use the form below and your advanced search will appear here". The form is divided into several sections:

- Find web pages that have...**
  - all these words: [text input]
  - this exact wording or phrase: [text input]
  - one or more of these words: [text input] OR [text input]
- But don't show pages that have...**
  - any of these unwanted words: [text input]
- Need more tools?**
  - Reading level: [dropdown menu showing "no reading level displayed"]
  - Results per page: [dropdown menu showing "10 results"]
  - Language: [dropdown menu showing "any language"]
  - File type: [dropdown menu showing "any format"]
  - Search within a site or domain: [text input with example "(e.g. youtube.com, .edu)"]

At the bottom of the form is a link: [+ Date, usage rights, region, and more](#). The footer of the page shows "©2011 Google".

# Now let's try some tricks!

- Book information
- Book curious george
- Conversions
- Teaspoons in a tablespoon
- Flight information
- PDX AUS
- Weather
- Weather Junction TX
- Calculation
- $12 * 4/3$  or  $12 + 5 * 24$
- Definitions
- Define turkey



# How about some more!

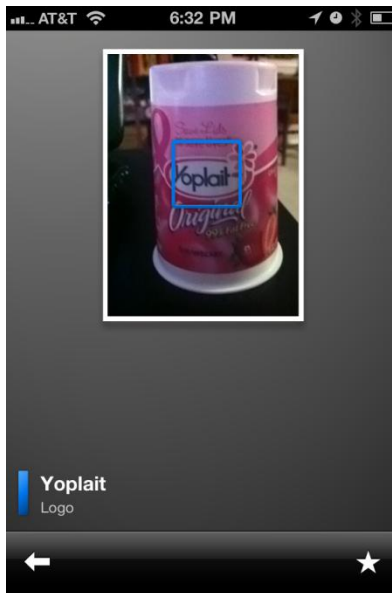
- Date range
- Within a site
- News articles from source
- Force a search
- Certain file
- jobs 1980..2000
- broadband site:ala.org
- school source: austin american statesman
- allintext: purple zebras
- Earth filetype:png



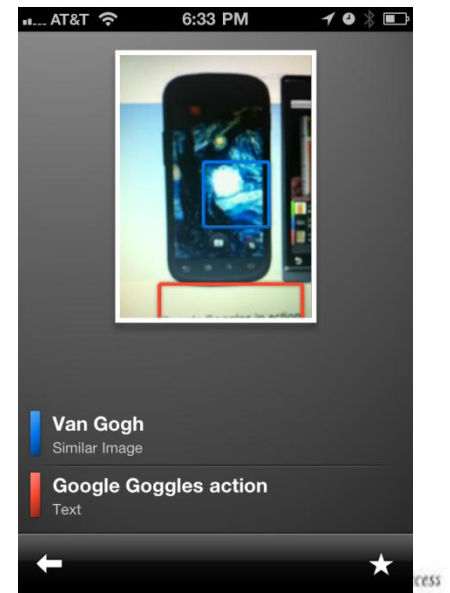
# Google Goggles



Point



Search



Click



# References and Libraries to Look at

- Google Guide Quick Reference --  
[http://www.googleguide.com/print/adv\\_op\\_ref.pdf](http://www.googleguide.com/print/adv_op_ref.pdf)
- Google Search Tips (Ultimate Google Guide) –  
<http://www.mapelli.info/ultimate-google-search-tips-guide>
- Only list of Google Stop Words I could find --  
<http://www.link-assistant.com/seo-stop-words.html>



# Next week...

# Google Places!

Tech Tools with Tine Webinar presented on October 7<sup>th</sup> 2011.



# Answers to Webinar Q & A

| Question   | Answer   |
|--|--|
| Can you search from a picture you have on your computer? | Yes. Go to Google Images. Click on the Camera at the end of the search box. Choose "Upload an image". Click the Browse button. Find the image on your computer.  |
| How does Google determine Reading Level?                 | <p>From Google: "Re: how we classify pages -- The feature is based primarily on statistical models we built with the help of teachers. We paid teachers to classify pages for different reading levels, and then took their classifications to build a statistical model. With this model, we can compare the words on any webpage with the words in the model to classify reading levels. We also use data from Google Scholar, since most of the articles in Scholar are advanced."</p> <p>Remember, reading level can be accessed from Advanced Search.</p> |